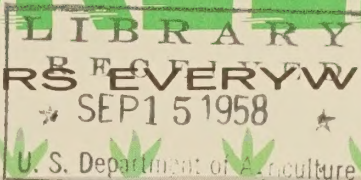




BENCH BREEZE

FOR FLORISTS AND GROWERS EVERYWHERE



AMERICAN BULB COMPANY
AMERICAN FLORIST SUPPLY COMPANY

HAYmarket 1-6774
1335 West Randolph Street
Chicago 7, Illinois

New York Office — 527 Lexington Ave — OXford 7-0044

Sell Flowers next spring - not Fall Bulbs!



Be sure you and your sales people talk beauty of flowers come spring -- that's way to sell 'em. **Selection now** - and prices best we've ever offered...and we'll rush deliver your order in plenty of time for profitable selling season.

HYACINTHS

| | | | |
|--------------------|----------------------|-----------|--------------|
| Bismarck | Early Sky Blue | | |
| City of Haarlem | Yellow | | |
| Edelweiss | Early Pure White | Per | Per |
| Grand Maitre | Porcelain Blue | 100 | 1000 |
| King of the Blues | Late Dark Blue | 19 ctm up | 15.50 145.00 |
| La Victoire | Early Cardinal Red | 18-19 ctm | 13.50 125.00 |
| L'Innocence | Early Pure White | 17-18 ctm | 11.50 105.00 |
| Marconi | Late rosy pink | 16-17 ctm | 10.00 90.00 |
| Pink Pearl | Early deep rosy pink | | |
| Queen of the Blues | Light Blue | | |
| Queen of the Pinks | Late Rosy Pink | | |

DARWIN TULIPS

| | | 12 ctm up | 11-12 ctm |
|-----------------------|---------------------|------------|------------|
| | | Per Per | Per Per |
| | | 100 1000 | 100 1000 |
| All Bright | Bright Red | 5.00 46.00 | |
| Aristocrat | Dark Violet Rose | 5.00 46.00 | 4.50 39.00 |
| Bartigon | Crimson-Red | 5.00 46.00 | 4.50 39.00 |
| Campfire | Vermillion-Scarlet | 5.00 46.00 | |
| Chas. Needham | Brilliant Scarlet | 6.50 60.00 | 6.00 54.00 |
| City of Haarlem | Large Scarlet | 6.50 60.00 | |
| Clara Butt | Salmon-Pink | 5.00 46.00 | 4.50 39.00 |
| Cordell Hull | Red Striped-Rose | 5.00 46.00 | |
| Farn. Sanders | Rose-Scarlet | 5.00 46.00 | |
| Golden Age | Golden Yellow | 5.00 46.00 | |
| Insurpassable | Lilac | 5.00 46.00 | |
| Niphotos | Ivory-Yellow | 5.00 46.00 | |
| Paul Richter | Geranium-Red | 5.00 46.00 | |
| Pride of Haarlem | Cerise Scarlet | 5.00 46.00 | 4.50 39.00 |
| Pride of Zwannenburg | Salmon-Pink | 6.00 53.00 | |
| Princess Elizabeth | Rosy Pink | 5.00 46.00 | 4.50 39.00 |
| Prunus | Salmon-Pink | 5.00 46.00 | 4.50 39.00 |
| Queen of the Night | Deep Velvety Maroon | 4.75 42.00 | 4.00 34.00 |
| Red Pitt | Bright Red | 5.00 46.00 | |
| Rose Copland | Rose Lilac | 4.75 42.00 | 4.00 34.00 |
| The Bishop | Violet-Blue | 5.00 46.00 | |
| Wm. Copland | Lilac | 4.75 42.00 | 4.00 34.00 |
| Wm. Pitt | Cerise-Red | 5.00 46.00 | 4.50 39.00 |
| Yellow Giant | Deep Yellow | 4.75 42.00 | 4.00 34.00 |
| Zwannenburg | Large White | 6.00 53.00 | 5.25 47.00 |
| Darwin Finest Mixture | | | 4.00 34.00 |

HYBRID DARWIN TULIPS

| | | 12 ctm | 11-12 ctm |
|-------------|---|------------|-----------|
| | | Per Per | Per Per |
| | | 100 1000 | 100 1000 |
| Apple Doorn | Orange-Scarlet, Blackbase, Edged Yellow | 6.00 55.00 | |
| Red Matador | Carmine-Scarlet | 5.75 52.00 | |

LATE OR COTTAGE TULIPS

| | | | |
|------------------------|-----------------------|------------|------------|
| Advance | Fiery Red | 5.00 46.00 | |
| Albino | Pure White | 5.00 46.00 | |
| Carrara | Pure White | 5.00 46.00 | |
| Golden Harvest | Lemon-Yellow | 4.75 42.00 | 4.00 34.00 |
| Princess Margaret Rose | Yellow Flushed Orange | 4.75 42.00 | |
| Rosy Wings | Apricot-Pink | 6.00 53.00 | |

TRIUMPH TULIPS

| | | | |
|-------------|--------------------------|------------|--|
| Alberio | Cerise-Scarlet | 5.00 46.00 | |
| Bandoeng | Mahogany Red | 4.75 42.00 | |
| Crater | Carmine Red | 5.00 46.00 | |
| Denbola | Cerise Red, White Border | 6.00 53.00 | |
| Elmus | Cherry Red, White Border | 5.00 46.00 | |
| Korneforous | Bright Red | 4.75 42.00 | |
| Red Giant | Scarlet | 5.00 46.00 | |

MENDEL TULIPS

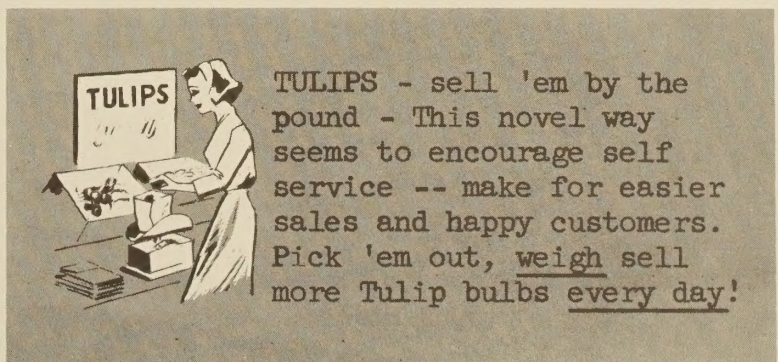
| | | | |
|------------------|--------------------|------------|--|
| Her Grace | Rosy Pink | 5.00 46.00 | |
| Krelages Triumph | Deep Red | 4.75 42.00 | |
| Vander Eerden | Lively Red | 4.75 42.00 | |
| Weber | White, Pink border | 4.75 42.00 | |
| White Sail | Early White | 5.00 46.00 | |

BOTANICAL TULIP

| | | | |
|-------------|----------------------|------------|--|
| Red Emperor | Vermillion Red Early | 5.50 50.00 | |
|-------------|----------------------|------------|--|

SINGLE EARLY TULIPS

| | | | |
|-------------------|-------------------|------------|--|
| Couleur Cardinal | Brilliant Crimson | 6.00 54.00 | |
| Gen. de Wet | Orange | 5.50 48.00 | |
| Ibis | Deep Rose | 5.50 48.00 | |
| Keizerskroon | Red and Yellow | 5.50 48.00 | |
| Prince of Austria | Orange Red | 5.50 48.00 | |
| White Hawk | Pure White | 6.00 54.00 | |



TULIPS - sell 'em by the pound - This novel way seems to encourage self service -- make for easier sales and happy customers. Pick 'em out, weigh sell more Tulip bulbs every day!



This field of Croft and Ace lilies, is a good reminder that Easter comes a good week ahead in 1959 (March 29) 209 days from September First. Our Buyers have spoken for the best of crop...

DOUBLE EARLY TULIPS

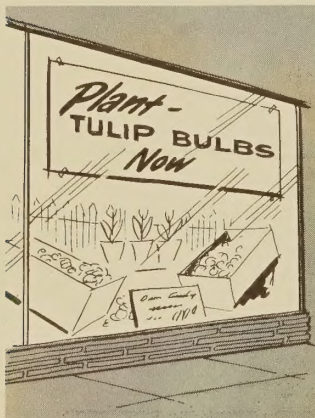
| | | 12 ctm | | 11-12 ctm | |
|-----------------|------------------------|---------|----------|-----------|----------|
| | | Per 100 | Per 1000 | Per 100 | Per 1000 |
| Electra | Deep Carmine | | | 5.50 | 48.00 |
| Marechal Niel | Golden Yellow & Orange | | | 5.50 | 48.00 |
| Mr. Vander Hoef | Golden Yellow | | | 5.50 | 48.00 |
| Orange Nassau | Orange & Red | | | 5.50 | 48.00 |
| Peach Blossom | Deep Pink | | | 5.50 | 48.00 |
| Schoonoord | Pure White | | | 6.00 | 53.00 |
| Triumphator | Deep Pink | | | 5.50 | 48.00 |

DOUBLE LATE OR PEONY FLOWERED

| | | | |
|----------------|-------------------------|------|-------|
| Eros | Old Rose | 6.00 | 53.00 |
| Mt. Tacoma | Pure White | 6.00 | 53.00 |
| Nizza | Red & Yellow | 6.00 | 53.00 |
| Orange Triumph | Orange red, Yellow edge | 5.00 | 46.00 |
| Rocket | Cherry Red | 5.00 | 46.00 |

PARROT TULIPS

| | | | |
|-----------------|-------------------|------|-------|
| Black Parrot | Purplish Black | 5.00 | 46.00 |
| Blue Parrot | Bluish Heliotrope | 4.75 | 42.00 |
| Firebird | Red | 5.00 | 46.00 |
| Orange Favorite | Orange | 5.00 | 46.00 |
| Parrot Wonder | Cherry Red | 5.00 | 46.00 |
| Texas Gold | Deep Yellow | 5.00 | 46.00 |



Win friends and influence sales - use mass display to let customers know you have the best selection, prices on Fall Bulbs. Attractive retail pricing begins with buying right - ABC is the easy answer to more \$\$\$ profits on bulbs.

AMERICAN GROWN NARCISSUS

| | | Per 100 | Per 1000 |
|--------------------------|---------------------------|---------|----------|
| King Alfred DN #1 | Deep Golden Yellow | 10.00 | 90.00 |
| King Alfred DN #2 | Deep Golden Yellow | 7.50 | 65.00 |
| King Alfred Jumbo | Deep Golden Yellow | 12.50 | 115.00 |
| Golden Harvest DN 1 | Uniform Yellow | 12.50 | 115.00 |
| Rembrandt DN #1 | Deep Golden Yellow | 11.50 | 105.00 |
| Flower Carpet DN #1 | Deep Golden Yellow | 10.00 | 90.00 |
| Mrs. E. H. Krelage DN #1 | Creamy White | 10.50 | 95.00 |
| Texas DN #1 | Yellow, orange-red petals | 11.50 | 105.00 |
| Laurens Koster DN #1 | White Yellow Cup | 7.50 | 70.00 |

LILIES AMERICAN GROWN

| | | | Per 100 | Per Case |
|-------|------------|-------------|---------|----------|
| Croft | 7 - 8" | 250 to case | \$25.00 | \$55.00 |
| | 8 - 9" | 200 to case | 45.00 | 80.00 |
| | 9 - 10" | 150 to case | 56.00 | 72.00 |
| | 10 - 11" | 100 to case | 60.00 | 60.00 |
| Ace | 6 1/2 - 7" | 300 to case | 22.00 | 65.00 |
| | 7 - 8" | 250 to case | 30.00 | 70.00 |
| | 8 - 9" | 200 to case | 50.00 | 90.00 |
| | 9 - 10" | 150 to case | 60.00 | 80.00 |
| | 10 - 11" | 100 to case | 65.00 | 65.00 |

WRITE FOR SPECIAL QUANTITY PRICES.

IRIS AMERICAN GROWN

| | | Per 100 | Per 1000 |
|----------------------------|---------------|---------|----------|
| Wedgewood - Pale Blue | 8 1/2 - 9 ctm | 2.50 | 19.00 |
| | 9-10 ctm | 4.00 | 33.00 |
| | 10-11 ctm | 6.00 | 52.00 |
| | 11 and up | 7.00 | 60.00 |
| Prof. Blaauw (Blue Ribbon) | 8-9 ctm | 2.50 | 20.00 |
| | Deep Blue | 4.00 | 33.00 |
| | 10-11 ctm | 6.00 | 52.00 |
| | 11 and up | 7.00 | 60.00 |

DUTCH IRIS IMPORTED

| | | | |
|-------------------------------------|--|------|-------|
| Golden Harvest Yellow | | | |
| 6 - 7 ctm | | 1.75 | 12.00 |
| 7 - 8 ctm | | 2.25 | 16.00 |
| 8 - 9 ctm | | 3.00 | 24.00 |
| Imperator Dark Blue | | | |
| 6 - 7 ctm | | 1.75 | 12.00 |
| 7 - 8 ctm | | 2.25 | 16.00 |
| 8 - 9 ctm | | 3.00 | 23.00 |
| White Excelsior White Yellow Blotch | | | |
| 6 - 7 ctm | | 1.75 | 12.00 |
| 7 - 8 ctm | | 2.25 | 16.00 |
| 8 - 9 ctm | | 3.00 | 23.00 |
| White Superior Pure White | | | |
| 6 - 7 ctm | | 2.00 | 14.00 |
| 7 - 8 ctm | | 2.50 | 19.00 |
| 8 - 9 ctm | | 3.00 | 25.00 |
| Prof. Blaauw Blue Ribbon Deep Blue | | | |
| 8 - 9 ctm | | 2.75 | 22.00 |
| 9 - 10 ctm | | 3.50 | 30.00 |
| 10 - 11 ctm | | 4.50 | 40.00 |

NEED IT RUSH-RUSH... USE ABC "AIR-MAILER" ORDER FORM



It's no secret that the way to get the unusual and best selection of ever popular Geranium is to place your order Now.

The $2\frac{1}{4}$ pots are right for growing on, priced so you make the most from your investment. These are truly healthy, vigorous plants.

$2\frac{1}{4}$ Geranium Pots - \$150. per 1000

Irene - Brick red and popular seller
White-Snowball, Madame Buchner, and Madonna
Richard - brilliant red-orange
Enchantress Fiat - appleblossom pink
Better Times - cerise
Improved Red Fiar - red-orange
Pink Fiat - delicate salmon

Olympic - salmon red
Salmon Supreme - salmon at its finest
Irvington Beauty - bright pink
Radio Red - fire engine red

Varieties below - \$160.00 per thousand

Dark Red Irene - a dark red supreme
Penny-neon pink and beautiful
Genie - a rich clear pink
Springtime - a luscious salmon-pink
Salmon Irene - a true salmon gem

NEW VARIETIES

Limited 100 per customer
\$200.00 per thousand -
Pink Cloud - rosy salmon pink
Laureli - shrimp pink



Potted Plants will soon be coming indoors - dull leaves need to be cleaned up, to look their best over the winter months. The quick professional way is with LEAF GLOW.

"Shining Leaves." No more messy wiping or daubing. LEAF-GLOW instantly gives a permanent, lustrous shine with the PRESS of a BUTTON. Absolutely harmless. * Wonderful retail item - suggest to green plant buyers.

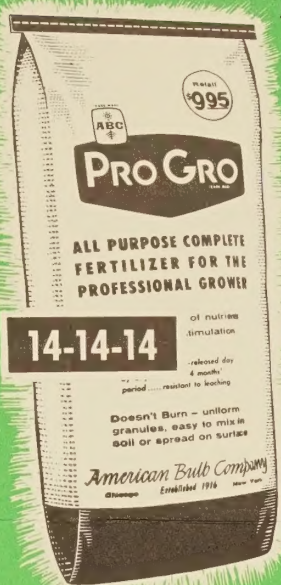
Dozen - \$8.00 Ctn of 24 - \$14.40
Giant Size 16 oz. - \$1.35 Dozen - \$15.00

ENCLOSED



New INVENTION

fertilizer made special for Florists and Growers!



ABC proudly brings this greatest of fertilizer discoveries to our florist and grower friends. Research scientists worked diligently in the O M Scott & Sons laboratories for 10 years. Now ABC PRO GRO and PRO-N25 combine all advantages of both chemicals and organics—without the disadvantages of either.

Perfect Feeding

Non-burn — because of exclusive chemical interlock of plant food sources

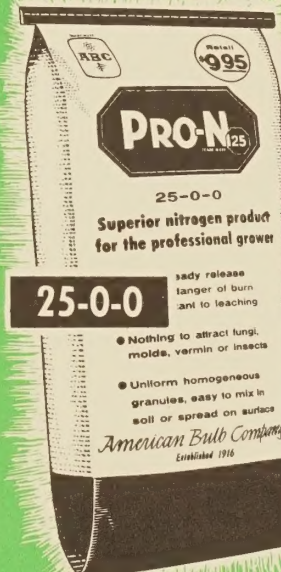
Slow-steady release — day by day over 3 to 4 months as plants use nutrients

Uniform — homogenous granules, easy to mix into soil or to broadcast on surface

Nothing to rot or decay — does not attract fungi, molds, vermin or insects

Mild acidifier — gentle, sure action

Clean, crisp, no dust — easy to use accurately and correctly



HOW TO USE

BENCH CROPS

PRO GRO® 3 lbs per 100 sq ft of bench area
PRO-N25® 2 lbs per 100 sq ft of bench area

POTTING SOIL

PRO GRO 4" pot full per wheelbarrow load of soil (2 ½ Bu)
PRO-N25 3" pot full per wheelbarrow load of soil (2 ½ Bu)

Important extra benefits without price premium

HALF THE COST OF USING WATER SOLUBLES

PRO GRO - 50 lbs — **\$6.50**
(\$9.95 retail)

Per ton — \$240.00

PRO-N25 - 40 lbs — **\$5.20**
(\$9.95 retail)

Per ton — \$240.00

Prepaid delivery on 5 bags or more

BENCH BREEZE



SPECIALS FROM THE BLUE BOOK . . .



TEDION



Now protect your crops under glass or in the field against the Spidermites. New easy to use chemical was developed after many years of testing by Niagara

A Remarkable New Selective Miticide, Performance Proved

- * Long lasting mite control
- * Control of "resistant" mites
- * Safety to plants
- * Safety to humans
- * Specific as a miticide

Tedion has performed effectively and safely upon many varieties of Roses, Carnations, Chrysanthemums, Philodendrons, Dieffenbachia, other green and foliage plants - write for complete list of plants and detailed information as to usage.

- 1 - 2-lb. package - \$ 5.20
- 6 - 2-lb. package - \$27.50
- 12 - 2-lb. package - \$52.00

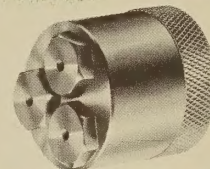
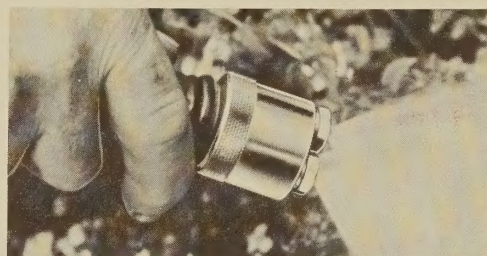


JIFFY POTS

Expendable, handy-to-use PEAT POTS

Order JIFFY POTS Now for your fall rooting of Poinsetta or Geraniums. Made of 75% peat nutrient treated to stimulate, healthy plant growth, easy root penetration. Save by ordering year supply at one time!

| | |
|---|----------|
| 2 1/4-inch | Per 1000 |
| 3000 Minimum | \$ 7.25 |
| 21,000 to 72,000 | 6.75 |
| 75,000 up | 6.25 |
| 3-inch | |
| 1500 Minimum | 13.25 |
| 10,500 to 49,500 | 12.25 |
| 51,000 up | 11.00 |
| 2 1/4-inch packed in units of 3000 only. | |
| 3-inch packed in units of 1500 only. | |
| Weight per unit--35 lbs. (Prepay 150 lbs) | |



Use Water Fog for Tender Plants

FOGG-IT breaks water into a fine mist of a fog-like spray for watering seed beds, new plantings, newly-seeded lawns, young plants and all tender plants - fuchsias, begonias, orchids. Will not wash away seeds, soil, fertilizer.

Keeps leaves clean and fresh, securing maximum nourishment from sun, water and oxygen - creates humidity.

Highest quality, all-metal. Jet orifices are screw-machined from solid brass. Works efficiently with high or low water pressure on any standard garden hose.

Regular Model, 2 1/2 G.P.M. - Superfine Model, 1 G.P.M. - Heavy Volume Model, 5 G.P.M. Each (Order by model) \$1.60

Save Time - \$\$ on Bench Watering!

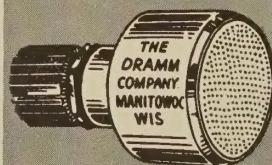
Extension Handle for use with the "400" WATER BREAKER ...watering ease in hard to reach areas - saves time, saves You!



Light Weight Aluminum Construction - fits standard 3/4 inch hose connections - full sixteen inches long - bright polished finish.

The "HANDI-REACH" Aluminum Extension Handle is designed to add extra utility to the "400" Water Breaker enabling you to water in hard to reach areas. Speeds up watering job - In the green house most benches can be watered from one spot.

Each . . . With Rubber Grip \$1.50



Famous 400 Water Breaker gives large volume of water with very little pressure. 3/4" coupling, each \$1.35